

**COLUMBIA
PRESSBOOK**

GLENN FORD • LEE REMICK

IN

EXPERIMENT IN TERROR

CAST

John Ripley (Rip) Glenn Ford
Kelly Sherwood Lee Remick
Toby Stefanie Powers
Brad Roy Poole
Popcorn Ned Glass
Lisa Anita Loo
Nancy Patricia Huston
Special Agent Gilbert Green
Captain Moreno Clifton James
Man Who Picked Up Kelly Al Avalon
Chuck William Bryant
FBI Agent #1 Dick Crockett
Landlord James Lanphier
Joey Soong Warren Hsieh
Drunk Sidney Miller
Attorney Yung Clarence Lung
Welk Frederic Downs
Edna Sherry O'Neil
Penny Mari Lynn
Dave Harvey Evans
Raymond Burkhardt William Sharon

And

Red Lynch Ross Martin

CREDITS

Screenplay by The Gordons; Based on their Novel, "Operation Terror"; Produced and Directed by Blake Edwards; Assistant Director, Sam Nelson; Music, Henry Mancini; Director of Photography, Philip Lathrop, A.S.C.; Art Director, Robert Peterson; Film Editor, Patrick McCormack; Set Decorator, James M. Crowe; Make-up Supervision, Ben Lane, S.M.A.; Script Supervisor, Betty Abbott; Sound Supervisor, Charles J. Rice; Sound, Lambert Day; Orchestration by Leo Shuken and Jack Hayes; Associate Producer, Don Peters; A Blake Edwards Production; A Geoffrey-Kate Productions Picture. A Columbia Release.

STORY

(Not For Publication) Kelly Sherwood, pretty San Francisco bank teller, and Toby, her younger sister, become the targets of a criminal's campaign of terror waged to force Kelly into embezzling \$100,000. Kelly secretly contacts FBI agent John Ripley who works with the police to protect the girls while tracking down the terrorist. To insure Kelly's cooperation, the criminal, a master at disguises, holds Toby a prisoner in an abandoned store. Ripley finds and frees the girl while Kelly obeys instructions about "embezzling" the bank funds. She is directed to a rendezvous in a baseball park. Here, Ripley and his aides trap the terrorist, who is killed trying to escape. Kelly and Toby are safe now to resume normal lives.

CHALLENGING! THE FASTEST TWO HOURS
THE SCREEN HAS EVER SEEN!

SHOCKING! IT PLUNGES YOU INTO
A NEW DIMENSION OF FEAR!

IMPORTANT! IT RATES WITH THE GREATEST
SUSPENSE FILMS OF OUR TIME!

THE PRINCIPAL CHARACTERS IN THIS "EXPERIMENT IN TERROR"



THE SEEKER ...



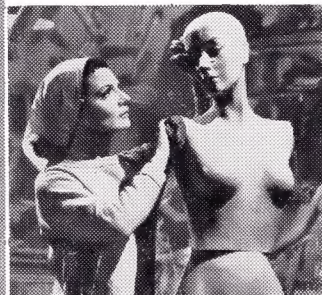
THE SUBJECT ...



THE SISTER ...



THE STOOLIE ...



THE SACRIFICE ...



THE STAKE-OUT ...



THE SOUGHT ...

COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION

GLENN FORD • LEE REMICK

MUSIC IN THE MARVELOUS HENRY MANCINI MANNER!

Experiment in Terror

WITH STEFANIE POWERS / SCREENPLAY BY THE GORDONS BASED ON THEIR NOVEL, "OPERATION TERROR" / PRODUCED & DIRECTED BY BLAKE EDWARDS / MUSIC BY HENRY MANCINI

Ad No. 401—576 Lines (including imprint space)

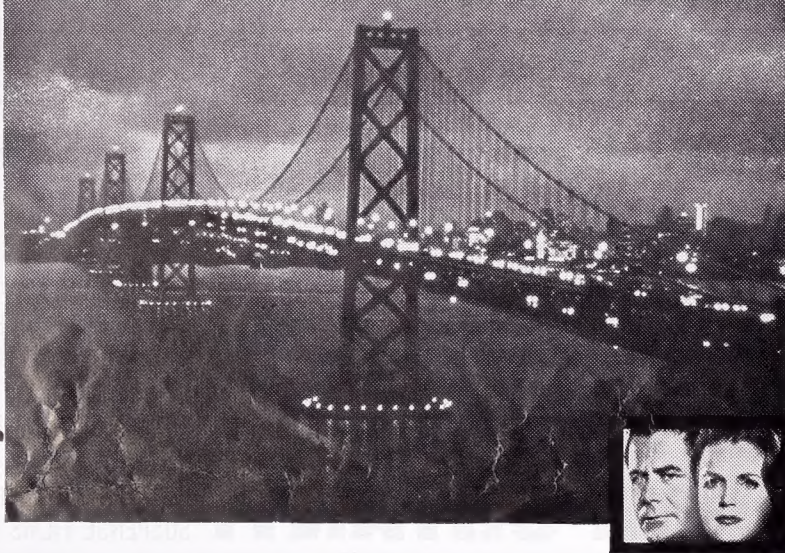
ALSO AVAILABLE AS AD NO. 302 — 327 LINES (including imprint space)

This is a story that begins above the Golden Gate, in San Francisco.

In the fastest two hours ever seen on the screen, it mounts to such a pitch of intensity that it must take its place among the great suspense pictures of all time!



A CLASSIC IN SUSPENSE!



COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION

GLENN FORD · LEE REMICK *Experiment in Terror*

Music In The Marvelous Henry Mancini Manner!

WITH STEFANIE POWERS / SCREENPLAY BY THE GORDONS / BASED ON THEIR NOVEL, "OPERATION TERROR" / PRODUCED & DIRECTED BY BLAKE EDWARDS / MUSIC BY HENRY MANCINI

Ad No. 402—444 Lines (including imprint space)



Ad No. 104—69 Lines



Ad No. 203—80 Lines

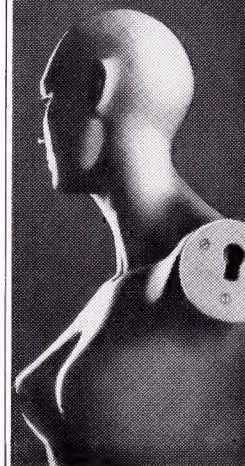
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All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 28 West 44th Street, New York 36, N. Y.

an experiment in terror...

a classic in suspense!



GLENN FORD · LEE REMICK

Experiment in Terror

COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION WITH STEFANIE POWERS / SCREENPLAY BY THE GORDONS / BASED ON THEIR NOVEL, "OPERATION TERROR" / PRODUCED & DIRECTED BY BLAKE EDWARDS / MUSIC BY HENRY MANCINI

Ad No. 208—318 Lines (including imprint space)

A CLASSIC IN SUSPENSE!

COLUMBIA PICTURES
PRESENTS A BLAKE EDWARDS
PRODUCTION

GLENN FORD · LEE REMICK



Experiment in Terror

THE FASTEST TWO HOURS THE SCREEN HAS EVER SEEN!

MUSIC IN THE MARVELOUS HENRY MANCINI MANNER!

WITH STEFANIE POWERS SCREENPLAY BY THE GORDONS BASED ON THEIR NOVEL "OPERATION TERROR" PRODUCED & DIRECTED BY BLAKE EDWARDS MUSIC BY HENRY MANCINI

Ad No. 301—270 Lines (including imprint space)

ALSO AVAILABLE AS AD NO. 403—468 LINES (including imprint space)



Ad No. 201—32 Lines

Accessories

- SIX SHEET
- THREE SHEET
- ONE SHEET
- INSERT CARD
- 22 x 28 A
- 22 x 28 B
- SLIDE
- EIGHT 11 x 14's
- TRAILER
- UTILITY MAT
- 40 x 60, 24 x 60
24 x 82
- FOUR STILL SETS
(25 horizontals, 25
uprights, pressbook
set, art set)

(6 Sheet)

(3 Sheet)

(1 Sheet)

Utility Mat

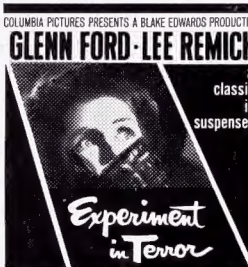
No. 1

includes the following
ads and publicity scene
mats:

- Ad No. 101
- Ad No. 102
- Ad No. 103
- Ad No. 104
- Ad No. 201
- Ad No. 203
- Ad No. 204
- Publicity Mat 1-A
- Publicity Mat 2-A



Ad No. 105—86 Lines



Ad No. 102—27 Lines

A CLASSIC IN SUSPENSE!



COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION

GLENN FORD · LEE REMICK



Experiment in Terror

WITH STEFANIE POWERS SCREENPLAY BY THE GORDONS BASED ON THEIR NOVEL "OPERATION TERROR" PRODUCED & DIRECTED BY BLAKE EDWARDS MUSIC BY HENRY MANCINI

Ad No. 206—164 Lines (including imprint space)

SELLING AIDS

STAR INTERVIEWS!

Glenn Ford! Lee Remick! With mimeographed scripts for local commentator open-end for theatre and playdate credits. Order direct from Exploitation Dept., 711 5th Avenue, N. Y. 22, N. Y.

TV TRAILERS

Perfect for your TV campaign, with space for local announcer to add on theatre and playdate information. Also a final freeze for super-imposed visual credits, if desired. Order direct from: Exploitation Dept., Columbia Pictures Corp., 711 Fifth Ave., New York 22, N. Y. Avenue, N. Y. 22, N. Y.

TEASER TRAILER

For use in theatre, in advance of regular trailer, and for cross-plugs. Order through your Columbia exchange.

TRANSCRIPTIONS

A variety of spot announcements, all open end for local commentator to add theatre credits. Available on a single disc. Order through your Columbia exchange; transcription will be mailed from New York.

TWO TELOPS

Style A, theatre and station identification. Style B, theatre advertising only. Prices; \$5.00 without imprint; \$7.50 with imprint; \$2.00 for each additional slide or telop. Specify style and copy desired when you order from: QQ Title Card Co., 247 West 46th St., N. Y. 36, N. Y.

DISPLAYS

9' x 12' Flag: single face, \$45.00; double face, \$75.00. Badge: 40c; Streamer: 17' long, \$16.50 each; Valance: \$1.65 per running foot; minimum length, 10-foot. 12 pennant string; 30' long, \$3.50. Bumper strip: \$1.00 each; minimum order 15. Order from National Flag Co., 43 West 21st St., N. Y. 10, N. Y.

CHALLENGING! THE FASTEST TWO HOURS
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THE PRINCIPAL CHARACTERS IN THIS "EXPERIMENT IN TERROR"



THE SEEKER...



THE SUBJECT...



THE SISTER...



THE STOOLIE...



THE SACRIFICE...



THE STAKE-OUT...



THE SOUGHT...

COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION

GLENN FORD · LEE REMICK

Experiment in Terror

WITH STEFANIE POWERS · SCREENPLAY BY THE GORDONS BASED ON THEIR NOVEL "OPERATION TERROR" PRODUCED AND DIRECTED BY BLAKE EDWARDS (MUSIC BY HENRY MANCINI)

Ad No. 302—327 Lines (including imprint space)

ALSO AVAILABLE AS 4-COL. AD NO. 401—576 LINES (SEE PRESSBOOK COVER)

(General Advance)

Said to be the story of a psychopath's campaign of terror against two sisters, Blake Edwards' production for Columbia release, "Experiment in Terror," stars Glenn Ford and Lee Remick at the Theatre on Stefanie Powers is featured in the suspense thriller.

Produced and directed by Edwards, whose adeptness with suspense stories is evidenced by the popularity of his two TV programs, "Peter Gunn" and "Mr. Lucky," "Experiment in Terror" is expected to be one of the top thrillers of the year.

Screenplay by The Gordons, well-known mystery-suspense writing team, is concerned with Ford's efforts, as an FBI agent, to protect two sisters who are the targets of a terror campaign at the same time that he tries, in cooperation with the San Francisco police, to trap the man responsible. Miss Remick, elder of the two girls, is a teller in a local bank; using the threat of murder, the criminal intends to force her to embezzle \$100,000 for him.

As the government man, Ford is said to make a methodical sleuth whose characterization rings with authenticity. Miss Remick, who scored tremendously in "Anatomy of a Murder" and "Sanctuary," plays the terrified bank teller and Miss Powers her younger sister.

"Experiment in Terror" was filmed in San Francisco, and there are scenes of Fisherman's Wharf, Chinatown and other of the famed Bay City landmarks, including the baseball home of the Giants, Candlestick Park. Here is played the thriller's exciting climax. Henry Mancini wrote the music for "Experiment in Terror."

(Stefanie Powers)

Stefanie Powers, who came to films via TV, has the principal featured supporting role in Blake Edwards' production, "Experiment in Terror," a Columbia release starring Glenn Ford and Lee Remick at the Theatre. Miss Powers plays Miss Remick's younger sister, both of whom are targets for a psychopathic terrorist.

(Chase Scene)

Baseball may be the national sport to most Americans, but in Blake Edwards' production of "Experiment in Terror," a big league ball game represents the unusual background for a suspenseful chase sequence. Starring Glenn Ford and Lee Remick at the Theatre, with Stefanie Powers featured, "Experiment in Terror" uses a night baseball game between the San Francisco Giants and the Los Angeles Dodgers at Candlestick Park, home of the Giants, for its climactic scenes.

Since it was difficult to get clearance from regular spectators, Columbia hired hundreds of extras, bought their tickets and used only the extras to show crowd reaction to the game and to the chase. To guard against the possibility that some spectators would deliberately or purposely block any of the four cameras used, blocks of seats around the camera crews also were bought by the picture makers.

Result: a fascinating background for the climax of a thriller.

Screenplay of "Experiment in Terror" was penned by The Gordons and is based on their novel, "Operation Terror." Henry Mancini composed the music for the suspense drama.

(Lee Remick)

Pretty Lee Remick is being terribly put upon in her movie roles these days. Currently, she is given no peace by a psychopathic terrorist in Blake Edwards' "Experiment in Terror," a Columbia release at the Theatre also starring Glenn Ford as an FBI agent. She plays a bank teller whose private life is completely disrupted by the stalking killer whose threats are aimed at forcing her to become his accomplice in a bank robbery.

Lee was likewise harshly treated on the screen in "Sanctuary," in which she played a girl from a genteel environment whose violent passion for an underworld character changed her into a completely wanton creature. Her penchant for strong and provocative roles was similarly evidenced in "Anatomy of a Murder." The principal witness in a murder trial with overtones of sensational sexuality, Miss Remick left one in doubt as to whether she was a rape victim or a party to an adultery.

Wherein does Lee Remick's screen appeal lie? All observers agree that she is a gifted actress and an exceedingly beautiful young woman. But her main appeal, some aver, stems from a unique combination of sensuality and lady-like gentility. Whatever the reason, Lee Remick rates her stardom.

Stefanie Powers is featured in support of the stars of "Experiment in Terror," as Miss Remick's younger sister. The screenplay by The Gordons is based on their novel, "Operation Terror." Henry Mancini wrote the music to accompany this new thriller and Blake Edwards produced and directed the picture for Columbia Pictures release.

(Opening Notice)

Starring Glenn Ford and Lee Remick, Blake Edwards' production for Columbia release, "Experiment in Terror," opens at the Theatre. Story of a psychopathic killer's campaign of terror against a pretty bank teller and her younger sister, "Experiment in Terror" was written for the screen by the Gordons and is based on their novel, "Operation Terror." Music for the suspense drama was composed by Henry Mancini; Blake Edwards produced and directed the Columbia release.

(Review)

"Experiment in Terror," an exercise in motion picture suspense that stretches audience nerves to the breaking point, opened yesterday at the Theatre. The Blake Edwards production stars Glenn Ford and Lee Remick and Stefanie Powers is featured in the Columbia release.

Penned for the screen by The Gordons from their own suspense novel, "Operation Terror," the new film was produced and directed by Blake Edwards, whose way with suspense is attested to by the popularity of his TV programs, "Peter Gunn" and "Mr. Lucky."

Miss Remick, who probably can portray terror on the screen better than any actress around today, plays a young bank teller in San Francisco chosen by a psychopath for his "experiment in terror." He believes he can terrorize Miss Remick and her younger sister, played by Miss Powers, to bring the former around to doing his bidding: the embezzlement of \$100,000 from her bank.

The harassed Miss Remick turns to the FBI for assistance and Ford thereby enters the case. Cooperating with the San Francisco police, Ford's double task is to protect his pretty target from the murderous impulses of the psychopath who keeps popping up in clever disguises. The story rushes through some of San Francisco's more picturesque byways, including Chinatown, Fisherman's Wharf and other Bay City landmarks. In Candlestick Park, the Giant's home ballpark, victim, killer and his hunters meet in a breathless moment of truth and gunplay.

Ford is excellent as the government man who relentlessly maneuvers to trap his clever quarry.

Miss Remick arouses sympathy as the anguished victim of the terror campaign, while Miss Powers registers strongly as her sister. Henry Mancini's excellent music accentuates the tension of "Experiment in Terror."

Here is one experiment in screen excitement that doesn't fail.



(Glenn Ford)

Glenn Ford, one of the nation's top boxoffice stars, joins the FBI in Blake Edwards' suspenseful study in psychopathia, "Experiment in Terror," new Columbia release also starring Lee Remick at the Theatre.

His "Experiment in Terror" role marks a definite departure from Ford's recent screen portrayals. In "Pocketful of Miracles," he was the sentimental Broadway gambler who made possible a minor miracle. In the comedy, "Cry for Happy," he played a Navy chief who cheerfully disports in the geisha houses of Japan. In "Cimarron," he was the frontier adventurer.

On the screen, Ford has demonstrated his mastery over almost any kind of role. He has triumphantly played such various parts as romantic leading man, outdoor action star, comedian, adventurer, criminal and, in his current role, sleuth. As the tenacious investigator who must guard Lee Remick's life from a psychopathic terrorist while simultaneously seeking to uncover and trap the man, Ford reportedly helps make "Experiment in Terror" a masterpiece of motion picture entertainment.

Ford's talent as an actor matured with various stage stints on the West Coast. It was while he appeared with a little theatre group in Santa Monica, Calif., that he caught the attention of Hollywood scouts, was given a film test and subsequent contract.

Stefanie Powers is featured in support of the stars of "Experiment in Terror." The screenplay, based on their novel, "Operation Terror," was written by The Gordons. Henry Mancini's music is heard in "Experiment in Terror," which was produced and directed by Blake Edwards.

(Mat 2A; Still No. 42—above)

Glenn Ford and Lee Remick are starred in "Experiment in Terror," new Blake Edwards production for Columbia Pictures release. Stefanie Powers is featured in the drama, story of a San Francisco police hunt for a terrorist-killer. Award-winning composer Henry Mancini penned the film's musical score.

(Mat 1A; Still No. R60—below)

Stefanie Powers face to face with a kidnapper-killer in Columbia Pictures', "Experiment in Terror," new Blake Edwards production starring Glenn Ford and Lee Remick. Award-winning composer Henry Mancini penned the film's musical score.



Official Billing

COLUMBIA PICTURES 25%

presents

A BLAKE EDWARDS PRODUCTION 25%

GLENN FORD LEE REMICK 100%

in

EXPERIMENT IN TERROR 100%

with

STEFANIE POWERS 35%

Screen play by THE GORDONS Based on Their Novel, "Operation Terror" 35%

Produced and Directed by BLAKE EDWARDS 35%

Music by HENRY MANCINI 10%

an experiment in terror...

a classic in suspense...

the fastest two hours the screen has ever seen!

GLENN LEE FORD · REMICK
Experiment in Terror

WITH STEFANIE POWERS | SCREENPLAY BY THE GORDONS BASED ON THEIR NOVEL "OPERATION TERROR" | PRODUCED & DIRECTED BY BLAKE EDWARDS | MUSIC BY HENRY MANCINI | A COLUMBIA PICTURES RELEASE | A BLAKE EDWARDS PRODUCTION

Ad No. 404—516 Lines (including imprint space)

CHALLENGING! THE FASTEST TWO HOURS THE SCREEN HAS EVER SEEN

SHOCKING! IT PLUNGES YOU INTO A NEW DIMENSION OF FEAR!

IMPORTANT! IT RATES WITH THE GREATEST SUSPENSE FILMS OF OUR TIME!



COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION

GLENN FORD · LEE REMICK

Experiment in Terror

WITH STEFANIE POWERS | SCREENPLAY BY THE GORDONS BASED ON THEIR NOVEL "OPERATION TERROR" | PRODUCED & DIRECTED BY BLAKE EDWARDS | MUSIC BY HENRY MANCINI

Ad No. 207—212 Lines (including imprint space)

The fastest two hours the screen has ever seen!

COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION

GLENN FORD · LEE REMICK

Experiment in Terror

WITH STEFANIE POWERS | SCREENPLAY BY THE GORDONS BASED ON THEIR NOVEL "OPERATION TERROR" | PRODUCED & DIRECTED BY BLAKE EDWARDS | MUSIC BY HENRY MANCINI

Ad No. 202—50 Lines

COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION

GLENN FORD · LEE REMICK

a classic in suspense!

Experiment in Terror

MARVELOUS MOOD MUSIC BY HENRY MANCINI

Ad No. 103—42 Lines

COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION

GLENN FORD · LEE REMICK

Experiment in Terror

Ad No. 101—16 Lines

COLUMBIA PICTURES PRESENTS A BLAKE EDWARDS PRODUCTION

GLENN FORD · LEE REMICK

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Experiment in Terror

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Ad No. 204—134 Lines (including imprint space)

Lift Flap for Additional Advertising and Publicity

SELL THE TERROR!

"Experiment in Terror" is one of the outstanding suspense thrillers of the year. Therefore, sell the terror and suspense of the film in the following ways:

- To simulate Lee Remick's screaming in "Experiment in Terror," play over your p.a. system Record No. 5001, which can be procured from Thomas J. Valentino, 150 West 46th St., New York 36, N. Y.
- Blow up Art Still No. 1 picturing the terrified face of Lee Remick with a black-gloved hand over her mouth. Use it as the theme of all your displays. Have your artist draw a series of rings within rings like those of a target and headline display: "She Was The Target Of an Experiment in Terror. Thrill To 'Experiment in Terror,' Starring Glenn Ford and Lee Remick."
- Manager's letter to be mailed to patrons and blown up for posting in lobby stating that not since "Psycho" has there been a suspense thriller like "Experiment in Terror."

TV POTENTIAL

Producer-director Blake Edwards' name is associated with the popular TV shows, "Peter Gunn" and "Mr. Lucky." If your local TV outlet carries either or both of these shows, arrange for mutually beneficial promotions with the station.

- Try for publicity and stills near your local TV listings.
- Arrange for cooperative advertising with your TV station.

BASEBALL ANGLE

The climactic scenes of "Experiment in Terror" take place in an unusual locale for a suspense thriller: a baseball park; specifically, Candlestick Park, home of the San Francisco Giants. Use this fact in the following ways:

- Try to plant appropriate stills in the sports pages of your local newspaper.
- Ask baseball writers to do a special screening and invite them to comment, in their columns and on TV, on the film.
- Get radio-TV sports commentators to talk up the "Experiment in Terror" baseball angle and their experiences with other major events taking place in a ball park.

POLICE ANGLES

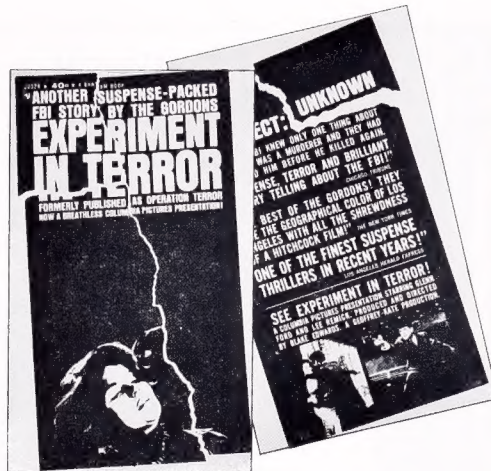
The San Francisco Police Department bulks large in the suspense proceedings of "Experiment in Terror." Work these:

- Arrange a special screening for the heads of local police and other law enforcement agencies.
- Obtain, if possible, latest crime-fighting equipment, for display in your lobby.
- From your local newspaper files, obtain clippings of local bank robberies and blow them up for lobby display. Mention, of course, that "Experiment in Terror" contains one of the most unusual schemes to rob a bank in annals of crime.

CHECK BANKS!

The fact that heroine Lee Remick is a bank teller in "Experiment in Terror," who is pressured to embezzle funds from her employer, could be the basis for a promotional tie-up with financial institutions in your situation. Try the following:

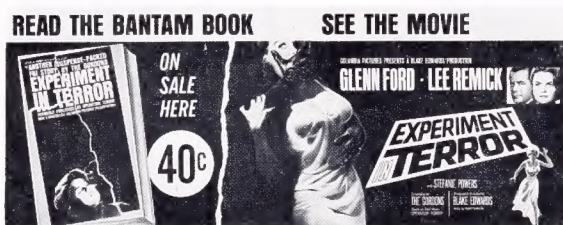
- Set up special screenings for bank personnel, including tellers, and get their reactions, for press and radio/TV coverage, of "Experiment in Terror." Also, does Miss Remick perform her chores as bank teller authentically?
- Miss Remick makes a pretty bank teller. There must be other attractive handlers of the bank's greenbacks. Therefore, hold contests for the Prettiest Teller (Miss Bank Teller, 1962), the Most Efficient and the Most Popular.
- Arrange with your bank for a promotional poster. Headline could read: "You Can't Afford To Experiment With Financial Security. Safeguard Your Money in Bank. See 'Experiment in Terror,' State Theatre."



THE BOOK

The Gordons' top suspense novel, "Operation Terror," is being issued by Bantam Books in paperback form as "Experiment in Terror," with front and back cover credits (see "rough," above).

A "Read the Book, See the Film" streamer, 7" x 10", (below) is available in limited quantity from Exploitation Department, Columbia Pictures Corp., 711 5th Ave., New York 22, N. Y.



Curtis Circulation Company, circulation arm of the Curtis Publishing Co., in conjunction with independent wholesalers, is distributing the paperback to the more than 100,000 retail outlets throughout the country. The soft cover edition of the book will be vigorously promoted. Distributors are being alerted to the thriller's playdates and asked to work with theatres in mutually beneficial promotions.

As "Operation Terror," the book was published in a hard cover edition for The Crime Club by Doubleday and Company, Inc., and also was serialized in the Ladies Home Journal, in three parts starting with the Sept. 1960 edition.

With the above elements working for you, try the following:

- Truck-side poster of movie edition.
- Make up a book mark, using a one-column pressbook ad and "Read the Book, See the Movie" copy. On reverse side imprint theatre and playdate copy.
- Provide stills and posters for window and in-store displays and use in conjunction with free poster available from Columbia exploitation department.
- Post pages from the book with ribbons leading to appropriate stills from the picture.
- Rubber-stamp your message on pages torn from copies of the movie edition, for street and advance-theatre distribution.
- The Gordons have authored a number of books. Set up a display of their work, including "Operation Terror," in your public library, with picture credits and stills.

TRAVEL POSTER

San Francisco is the locale of "Experiment in Terror." Acknowledged to be one of America's most picturesque cities, the fact that Frisco locations were used could cue a tie-up with your local travel agency. Such landmarks as Fisherman's Wharf, Candlestick Park, home of the San Francisco Giants, and Chinatown were incorporated in the suspense thriller.

MANCINI ALBUM

Henry Mancini, composer-arranger-conductor, one of the hottest names in music today, composed the score for "Experiment in Terror," which RCA Victor Records is issuing as a long-playing album featuring an orchestra conducted by Henry Mancini. Mancini won Academy Awards for "Breakfast at Tiffany's" and for the year's best motion picture song, "Moon River" from the same film.

In the new Mancini album, exhibitors have a valuable tool with which to garner much publicity and exploitation space. RCA Victor's vast network of distributors has been alerted to the thriller's playdates and will cooperate in theatre promotions. Work the following angles:

- First, establish relations with the RCA Victor Records distributor in your territory. He can be invaluable in all phases of your music promotion as well as participate in other mutually beneficial activities.
- Go after co-op ads and window displays.
- Go after deejay shows for extended play of the album.
- Play the album over your p.a. system.
- Arrange for a quantity of records for contest prizes and for juke boxes around town.

There also will be a Henry Mancini single on the RCA Victor label, one side being "Theme from 'Experiment in Terror'" and the other, "Tooty Twist," which is based on the film's background music. Challenge Records also will issue a "Theme" single, and United Artists Records will feature Al Caiola and his guitar in a rendition of "The Theme." The Henry Mancini music also is being published by Southdale Music Corp., 1156 Sunshine Terrace, Studio City, Calif.

THE STARS

Stars Glenn Ford and Lee Remick can garner plenty of attention for "Experiment in Terror." Try the following:

- Ford's trademark is his cheery grin which he doesn't get to display much during the grim manhunt for a psychopathic killer. However, stage a contest for men whose smile and face most resemble Ford's.
- If there is a Glenn Ford fan club in your situation, muster their support for all your exploitation activities, including your opening and distribution of publicity material.
- Glenn Ford picture-naming contest. Longest list of Ford productions determines winner.
- Set up contest in lobby for bank tellers to change large bills. Clock with stop watch. One who changes bill into smaller denominations most speedily and accurately wins.
- Miss Remick is an extremely attractive young woman. Plant her stills around town, with full credits, in merchandising promotions and lobby displays.
- Set contest on stage for women screaming in terror.

WRITE-IN CONTEST

Lee Remick's harrowing experience in "Experiment in Terror," as prime target for a psychopathic killer's campaign of terror, suggests a write-in contest worked in conjunction with a newspaper or radio or TV personality. Keyed to the theme: "What Was The Greatest Time of Terror in Your Life?" invite contestants to answer this question in a letter of 50 words or less.

TIE-UP STILLS

In addition to the beauty, fashion and other useful merchandising stills contained in the regular exchange sets, the following might also be put to promotional use: Still No. P5 (Kleenex, make-up), Stefanie Powers; Still No. P8 (darts game) Lee Remick; Still No. P9 (judo) Stefanie Powers and Blake Edwards. Remember, please, there can be no real or implied endorsements.

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Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

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